Republic of Iraq
Ministry of Higher Education and Scientific Research
University of Kufa
College of Education
Department of English

POLITICAL MANIPULATION OF LANGUAGE: DONALD TRUMP'S DEVICES

BY

ALI SAFA MEERY

RESEARCH

Submitted in partial fulfillment of the requirements for the degree of BACHELOR of English language in the College of Education of the University of Kufa at Najaf-Iraq, 2019

Supervisor:

Raed Albanon

In remembrance of my mother

For my lovely wife who always supports me with love

Table of Contents

1 Introduction 1
2 Spoken language of Trump 9
3 Written language of Trump 17
4 Strategies of Speech 25
5 Conclusions and Recommendations 29
References 31

1 Introduction

There is a strong link between language and human brain. Modern studies show that we may have a ubiquitous access to thoughts and feelings through language. On one hand, the good thing about this is that we can control our speech, voice and tone, the essential components of spoken language. On the other hand, we can analyze each other speech without, usually, any great effort. We can predict, negate, and emphasize individuals' acts through language.

However, politic speeches remind us of how important it is to have politicians' speeches mastered. We may have a predictable view of politicians and their backgrounds, thoughts and motivations. Moreover, every political party has their own phraseology and wording, in which our task is to analyze their, for example, words, structures and voice levels. By mastering these, we may have a clear vision of politicians, presidential candidates, etc.

But the problem is that it is not easy to do this, since most politicians have controllable spoken, written and body language. Part of the problem is that, most people feel unable to understand what politicians say or write. People think there is something wrong with their language, the way it goes, or the vocabularies they choose. Some people think this kind of manipulation is intended, in which it is, but some are not aware of, others cannot identify the ambiguity within the language.

We shall believe in the fact that political speech is somehow complex. Politicians use variety of methodologies of combining complex words resulting vague sentences that have no "exact" or "clear" point. They try to convince people

through their essential technique, language. Language, however, has numerous techniques that people may be manipulated with. We shall skim over to have a preliminary view. They are according to Yule (2010) as follows.

Most politicians use different various syntactic and lexical **constructions** so as to produce ambiguous sentences in which they seemingly suitable to be understood by the public. For example, the following sentences are different:

(A) The President is meeting us.

(B) We are meeting the President.

First of all, these two simple-constructed sentences have great difference. We are sure that there is a meeting between the *President* and some people of other country. Sentence (A) has a great deal of vanity, since, simply noticing, the *President*, who is the head of the government, wants to meet them as showing some respect and honor. While (B) is on the contrary. They want to meet the *President* in order to have some agreements signed, gaining his support etc. It may be suitable to have these sort of sentences to be the headlines of the opposition of some politic systems.

There is another technique of highly importance that is **metaphors**. Metaphors may vary according to the political relationships between different countries. According to Chilton (2004:51): “The standard cognitive account stresses that metaphor is a part of human conceptualization and not simply a linguistic expression that occurs especially frequently in oratory and literature.” This is an important statement in which it is easier to understand metaphors framework with.

In brief, we can conclude metaphor practice into three phases as follows:

P1: Such example of political speech is made: “They are savages, they will attack us as barbarian.”

P2: Conceptualizing the mentioned terms, analyzing them and having a particular conceptualized model.

P3: Reacting with the intended stand that politicians want.

Besides, Chilton (2004) shows that there is another use of metaphors based on “movement” conceptualizations. This use is more enticing, easier to understand and have the same conceptualized-category that of “movement”. Providing some example could be helpful:

(A) “High-low”: Giving the same meaning as “ups and downs” Conceptualizing the aspect of continuous change.
(B) “Coming to a crossroads”: This is an easy movement-based expression, giving the aspect of different (mostly difficult) choices to choose.
(C) “A/the center”: This implies the idea of the federal government.
(D) “Outsiders”: meaning the foreigners, enemy or the people who live outside the country.
(E) “Be on the margins”: to be neutral.

Presupposition is also a prominent technique in which many ideas automatically generate through. We can realize an idea out of another in which there is no an obvious connection between them only and automatically by using our brain. For example, the following sentence presupposes another idea:

(A) The King of France is visiting.

This sentence may allow us to believe that (B) France is a kingdom, and (C) there is a king ruling there (not in the time being, of course). This type of conditioning is, however, a mental process, it generates ideas out of an original one. In this case, (A) generates both (B) and (C) by only presupposing.

We can come to a more accurate understanding of human speech articulation and/or interaction by considering Aristotle's famous quote that is found in his Politics, he was the first who called mankind as "politikon zoon" that supposes to mean that humans are "political animals". Aristotle, however, expectedly considered what the ability that differentiate man from animal. This question is deeply harder than what is expected. The ability of human to speak in full-controllable manner is unique and it differentiates humans from animals. The only condition under which it would be appropriate to say that human language is "controllable", that it has to be covered up with the element of "policy." (The Politics, translated by T. A. Sinclair 1992)

Humans are not humans unless they use their distinctive feature; language. No word can be meaningful unless the communication process takes place. The communication process has to be effective, and that means it has to be controlled (or perhaps more precisely "mastered") among those who use it. The sharing process is also another problem, since you may say a sentence that is different from what the recipient wants to hear, or it has some kind of ambiguity that make the whole construction of the sentence different what you meant to say, resulting many social problems. This happens regularly, especially among those of low-education, causing some kind of mistrust and/or mystery about the issues that need to be cleared. The answer to this problem is not so hard to find. There has to be such kind of cooperation between the speaker and the recipient, since there is "misconnection" occurs unless people have some skills allowing them to "connect" with each other. There are no

clear rules to specify theses “skills” or rules, since it differs from one particular condition to another, from one society to another and from person to another.

The most successful specification of these rules is that of H. P. Grice. Philosopher Paul Grice summed up the skills under which it would make someone “cooperative” under the name of **Cooperative Principles**. Mastering these principle could let you produce, receive and recognize cooperatively communication under normal circumstances (these are not of debate, condition of intensity and/or anger). Yule (2010:147) mentioned these maxims as follows:

1- Maxim of quality: states that speakers should say the pure truth, they should not say anything that lacks evidence.
2- Maxim of quantity: states that the speech should be informative. That means any unnecessary piece of information should be omitted.
3- Maxim of relevance: states that the information being said should be connected with the issue being talked about.
4- Maxim of manner: states that the information being contributed should be brief and avoiding ambiguity.

The producing process has not to be alone so as to be considered as “controllable”. Furthermore, it has to cooperate with the receiving process, to provide a controllable political speech in order to influence the recipient. The influence, however, must be “modified” with several political-speech devices (such as those mentioned above), which must not be discovered, usually by the audience.

Why Trump?

President Trump is a political-linguistic phenomenon. He recreates the way that political speech is delivered. Trump is supported by technology and media. They share and keep repeat Trump's ideas. This is, of course, not intentional, yet, manipulative. They are spreading his ideas, being his own media, as he wishes. George P Lakoff and Gil Duran published *Trump has turned words into weapons. And he's winning the linguistic war* in The Guardian. They state:

> *"Donald Trump has been a salesman for nearly half a century. He is now selling himself, his worldview and his self-serving views of the law and the truth. His principal tools are language and the media. By faithfully transmitting Trump's words and ideas, the press helps him to attack, and thereby control, the press itself."*

This reveals that Trump is, technically, supported by his opponents. Nevertheless, Trump's linguistic-political manipulation is so "popular". He may win when comparing to Hitler or Khrushchev's linguistic-political manipulation. Trump once tweeted his picture quoting "SANCTIONS ARE COMING" Featuring the famous American TV series *Game of Thrones* style and font of writing "WINTER IS COMING".

Figure 1. "SANCTIONS ARE COMING" One of the best examples of Pres. Trump's revolutionary manipulation.

By presenting highlights of political discourse analysis, techniques and objectives, we shall move on to a higher level. Thus, we will be dealing with some extracts out of Trump's language (written and spoken). Then, we will conclude with some results, recommendations concerning the future of political language in particular, and language in general.

2 Spoken language of Trump

None denies that President Donald Trump's use of language is not unique. This is a fact that everyone would notice when they have a look at. The President's language is considered distinctive by language specialists, since there is a hidden agenda to have this kind of specialty. Many experts consider that Trump's use of language as president (as well as being a presidential candidate) is not the same as the previous presidents of the United States. Previous presidents have almost the same style, especially when it comes to the fact that you are the president. They have complex words with particular type of pronunciation. These words, however, where inserted into more complex-structured sentences. These complex sentences, finally, were pieces of a long, usually boring, speech about things related to politics that normal people would not understand with ease.

President Trump, in reverse, speaks very clearly and with simple words. This helps normal people to get a better knowledge about politics without the need to be familiar with complex words. These simple words work in cooperation with clear, straight and understandable pronunciation. Then, this combination of articulated language works with Trump's exceptional body language. The whole communication procedure is based on the fact that it is being as simple as possible, trying to convince people to that everything he is saying is clear, therefore, correct. This kind of language Trump uses is sort of "modern" in political language all over

the world, and is rather in the United States as well. We may be able to say that Trump is beginning a new methodology of representing political language.

Trump is a businessman. This affects his political language. He does not like to compound sentences, use long sentences and his syntax is brand new. A professional salesman will charm you with the best words you need to hear. Trump does the same thing. Although he is 72, he speaks forcefully with considerable amount of energy. This is, however, a notable mark that Trump, himself, likes to express. He criticize his opponent Jeb Bush as being "low-energy individual."

As said recently, Mr. Trump enjoys speaking with great intensity. This intensity provides clear-sounding sentences. The audience like to hear words being shouted with this clarity. They will be happy with the "Trump is hiding nothing" This will leave nothing to ambiguity that people are afraid of, especially when it comes to politics. Schäffner (1997:1) finds that political speech should be treated as an analyzed illustration of either spoken or written data, or may be both spontaneously. Furthermore, Ferencik (2004:33) states: "It is useful to treat speaking and writing as two cultural-social technologies separately." Therefore, this kind of separation is essential, resulting of better understanding of both; the devices (whether spoken or written) and the aims. Let's have some examples of Trump's spoken language:

A. Trump once said: "I'm very highly educated."

B. CLINTON: Third, we don't know all of his business dealings, but we have been told through investigative reporting that he owes about $650 million to Wall Street and foreign banks. Or maybe he doesn't want the American people, all of you watching tonight, to know that he's paid nothing in federal

taxes, because the only years that anybody's ever seen were a couple of years when he had to turn them over to state authorities when he was trying to get a casino license, and they showed he didn't pay any federal income tax.

TRUMP: That makes me smart.

C. “I know words. I have the best words.”

D. “We had our beautiful marines sending their Bing, Bing, Bing.”

The examples above are extracts of different Trump’s speeches at different events. Overall, these are considered as the famous ones, since many people notice them eccentrically. People were amazed, at first, at how Trump is praising himself very often, and at international official events in presence of several world leaders. Then, they were surprised to see Trump’s continual emphasis of the being “having the best words”, “smart”, etc. In other words, he is the “one” that the United States ever wanted. You shall notice, by only reading these extracts, that they are strange, especially when they being produced from someone in charge of the Presidency of the most powerful country. We shall analyze these extracts individually in order to get some examined examples of Trump’s spoken language remarked features, which will enable us to accomplish some observed ones in later chapters. Let’s start:

In the first extract (A), we can see clearly that emphasis is found. The form of emphasis is, however, constructed of many different syntactic pieces. We may be able to analyze semantically them as follows:

(1) I’m: Trump always thinks of himself as being the best. He is the man who has an excellent educational experience. This element supports the concept of “ego”. This is often found in Trump’s language. This may suggest the ego element representation inside the president. He is directing the United States

as if is his own "company". He does not like to be called as politician, he once said with his unusual language describing politicians as:

"No politician's gonna solve it."[1]

And once again as:

"Politicians are liars."

This point may be expanded with such observed examples in later chapters.

(2) Very: This word is mostly used by Trump. This is an adverb which intensifies the other following adverb, which is one of the main words that Trump use to intensify the following phrase, whatever type it is going to be formed of. This process of an adverb following the other, especially when both of them are intensifiers, is unusual in English. Therefore, it can be considered as redundant, resulting some sort of redundancy and repetition. This may be related to the intensification process with Trump-coined words.

(3) Highly: This intensifier is being intensified by the preceded intensifier *very*. This process is intended, since some kind of emphasis is needed. Both the emerged intensifiers *very* and *highly* are contributed to modify the following word, *educated*.

(4) Educated: The last word of the sentence is being intensified by means of the preceded intensifiers. This variety of joining different intensifiers together, is

[1]This declaration was not clear enough. It also may be phrased as: "No politicians gonna solve it."

serving the need of over-emphasis process that is intended to the adjective the President described himself as. To examine the need of this, the following examination is helpful:

Trump had the ability to say:

I'm very educated.

Or:

I'm highly educated.

Instead of:

"I'm very highly educated."

Next, we have to examine (C) using different approach. This could be because this conversation was conducted at a live presidential debate between Donald Trump and Hillary Clinton filled up with tensions, which is unlike (A) that is an organized quotation process produced at a rather comfortable environment. This was Trump's early speech that introduces his distinctive features of using language when he was candidate. We may analyze Trump-Clinton conversation as follows:

(1) Clinton's speech is a lengthy, not attractive one. It does not matter if was true or false. It also includes different, unrelated sentences which were compound in ungrammatical manner, or at least, not the casual language that everybody could understand.

(2) Trump’s response is so eloquent, abbreviated one. He substituted the whole following Clinton’s sentence

Third, we don't know all of his business dealings, but we have been told through investigative reporting that he owes about $650 million to Wall Street and foreign banks. Or maybe he doesn't want the American people, all of you watching tonight, to know that he's paid nothing in federal taxes, because the only years that anybody's ever seen were a couple of years when he had to turn them over to state authorities when he was trying to get a casino license, and they showed he didn't pay any federal income tax.

With only one simple word:

“That”

This is because he wants the spectators to get along with his simple response, resulting a systematized catchy convincing way.

(3) The following word to notice is *me*. Again, Trump reflects his ego through words. Words like *I*, *me*, *my* and *mine* are often found in Trump’s language.

(4) Yet again, Trump praises himself as being *smart*. We often find words like these in his language. This may be an indirect way of telling people through only speaking with positive words. In brief, Clinton is a long, boring speech, though she may had the ability to make shorter which would be more suitable, especially when it consisted of facts as she

claimed. In contrast, Trump's speech is very short, attractive even though he did not mention any fact or justification. This kind of brevity in Trump's use of language is the most used technique to make his sentences as short as possible.

Next, (C) shows a prominent element of Trump's language. This repetition is always guideline to the manipulating procedure that is being conducted in a full-organized manner. Trump putting this example, he uses the "ending" process that he always uses. He had to end his speech with the thing he wants people to notice, therefore, he states:

*"I know **words**. I have the best **words**."*

These repetitive words work fairly great to provide us with the thing Trump wants us to believe, though we may notice, as well as, the word *best* which is constructed to his famous necessity, rhetoric. Let's assume that this manipulation device, repetition, is not intended, then we shall be more stick-to-grammar. We may put in our mind other suggestive options. He had the choice to say:

"I know words. I have the best."

Or

"I know words. I have the best ones."

But this will not work well as he uses repetition and the ending cooperatively.

Then, we have (D) which is totally different manipulative device. This is not straight-language, but rather "imitation" practice. Trump with this speech, as with many, uses onomatopoeia. He tries to imitate sounds of different things. Here, he imitates the "marines shooting". This onomatopoeic use of language can have an

impressive effect on listeners. This device is more connected to nature sounds (e.g. sounds of cracking, drizzling etc.). This affects the acceptance of what the sounds are referring to. This can be affective device of justification process. We may create a new, word-based sentence with the probable meaning that Trump tries to imply, as follows:

We had our beautiful marines sending their *fire/shootings/bullets*.

It cannot be acceptable by the audience (supposedly), therefore, resulting a bad, embracing situation for Trump.

This characteristic shows a brand-new feature of political language that Trumps is pioneering chiefly. It would, of course, sound "normal" to use these onomatopoeic expressions (e.g. bing, bong, bang etc.), but it would not be suitable to use in political language. There almost no noticeable use of such before Trump started to pioneer it. This, however, will not be the same of ubiquity as now. Relatively, it will be used as a major device in political language.

3 Written language of Trump

Trump also has his own way of expressing words in writing. This is a new feature shaping innovation that Trump is making. There is no leader using the way of writing as Trump's. This could be another sort of manipulation. The process always goes inside our brains directly when we read a text that is attractive. This process is deliberately occurs without our will. This process will not directly draw their attention to the fact that they are being manipulated. Therefore, it is less difficult to manipulate the audience using this simple technique.

The President has many published books and titles. But the problem with that is the published titles are prearranged, therefore, they do not express Trump's real usage of writing. Yet, Trump uses Twitter very often. Besides, he expresses in a straight manner his real language on Twitter, especially during his candidacy (now presidency) which was prominent point in his life. Thus, here we will examine his tweets and their manipulative features rather than his published titles.

Trump knows (and usually admits) the fact he is fairly unique Twitter user. He considers social media in general (and Twitter in specific) as "tremendous platform". He often shows his great appreciation for social media. He said once: "I doubt I would be here if it weren't for social media, to be honest with you." On the important role of Twitter, he commented: "Tweeting is like a typewriter – when I put it out, you put it immediately on your show."

Here, as the previous section, we shall examine different tweets of Trump. Then, we may able to point out some features of his written language through

examination. Therefore, we may be in need of tweets, so some Trump's extracted tweets may be helpful. We shall begin by only skimming through them, as follows:

A. "Amazing how the haters & losers keep tweeting the name "F**kface Von Clownstick" like they are so original & like no one else is doing it..."

B. "Obama is, without question, the WORST EVER president. I predict he will now do something really bad and totally stupid to show manhood!"

C. "The Fake News hates me saying that they are the Enemy of the People only because they know it's TRUE. I am providing a great service by explaining this to the American People. They purposely cause great division & distrust. They can also cause War! They are very dangerous & sick!"

D. "The globalist Koch Brothers, who have become a total joke in real Republican circles, are against Strong Borders and Powerful Trade. I never sought their support because I don't need their money or bad ideas. They love my Tax & Regulation Cuts, Judicial picks & more. I made....."

First we have to examine (A). In (A), Trump describes opponents as "haters" and "losers" using his famous taboo language. Trump uses, as usual,

adjectives at the beginnings. They really work to give an emotional interaction towards the audience.

Then, we shall notice the use of taboo language. Trump often uses taboo language (words such as: B**ch, F**k and etc.) as a way of expressing his disgusting, anger or enthusiasm. This is rather different than any other leader in the world. Nobody uses taboo words as Trump does. This another groundbreaking feature in political language that Trump is pioneering. This modernity is always found in Trump's language rather than in all his presidential opponents' (e.g. Jeb Bush or Hillary Clinton).

The other thing to be noticed in (A) is the "…" at the end of the tweet. This is quite "normal" for Trump not to end his tweets with periods. Nevertheless, he usually ends his tweets with dots. This is also pioneering and innovative. Yet, this is not an accepted way for leaders to do, but for the President it is OK.

Next we have to deal with (B). It shows other features of Trump's writing style. The main features that Trump uses is included with a stylish implication that reader will find so "tidy" and/or "everyday-like", making sentences simpler to get. The sentence starts with mentioning the previous president, Barack Obama, this is Trump's beginning style.

The parenthetical clause "without question" is used to the purpose of parenthesis. Parenthesis is found in Trump's language whether is spoken or written. This may result some kind of persuading the audience are provided with.

Parenthesis is found at different positions in the President's language, resulting some change of linguistic articulation, but in fact, it does not. Parenthesis can be omitted/deleted without any obvious change in the sentences. It is worth mentioning Trump's famous "believe me" which is usually put at the end of the main clause is one of the most famous clauses. In his debates with Clinton, he said "believe me" 40 times, while she never said it. This could be fairly funny fact, as many people created mixes, videos, songs and even books about "believe me". Trump varies the positions of producing "believe me". He may, for example, put it at the end of the sentence as:

"They're not going to refuse me. Believe me."

Or, it may be at the beginning:

"Believe me, I'll win that case."

Then, you shall notice the capitalization of the adjective "WROST EVER". This is one of the main characteristics of Trump's writing style. We shall see later that capitalization is very common in the president's tweets. He tends to capitalize words in his tweets, especially when talking about (A) problems, (B) opponents or (C) achievements, in the case the second one would be suitable to choose. This could also reflect one of the following:

1- Anger

2- Enthusiasm

3- Happiness

4- High-voice marks

5- Humiliation

The intensifiers “really” and “totally” are modifying adjectives following them. This is another repetitive use of intensifiers. Trump wants to have more powerful emphasis than *“really bad and stupid”*. So, he adds “totally” as another adverb intensifying the other adjective separately. Again, this is quite normal in Trump’s empathetic sentences.

The exclamation mark found at the end of the sentence is also another feature of Trump’s writing style. You can know whether it is Trump’s tweeting or not, by means of the exclamation mark. Trump’s tweets are always near-ungrammatical, untidy and contain unjustifiable capitalized words. On the contrary, Dan Scavino, the White House Director of Social Media, always tweets with a rather formal/grammatical manner, sharing links, or retweets. Then, you would be able to differentiate between the following tweets:

(A) “I am thrilled to nominate Dr. @RealBenCarson as our next Secretary of the US Dept. of Housing and Urban Development: https://www.facebook.com/DonaldTrump/posts/10158231301535725:0 …”

(B) “Democrats want Open Borders and they want to abolish ICE, the brave men and women that are protecting our Country from some of the most vicious and dangerous people on earth! Sorry, we can’t let that happen! Also, change the rules in the Senate and approve STRONG Border Security!”

Of course, you have been able to tell that (A) was tweeted by Dan Scavino. The evidence is so easy to find. The tweet contains a link, formally written and there is no capitalization. In reverse, (B) contains capitalization, several exclamation marks, emphases and chronic adjectives.

On (C), Trump uses the term “Fake News” to name the news agencies that he hates. However, the term is quite shared by many, but Trump has his own use of it. He never specifies the fake news agencies, but he generalizes the term to include the agencies that report bad news about him, even if it is not shared by the public. He created his own “Fake News Awards” to highlight the fake news being shared about him in different agencies. The term, then, was spread widely around. This another nickname that Trump uses to set up “resembling-names” for his opponents (e.g. “Crooked Hillary” for Hillary Clinton and “Little Rocket Man” for Kim Jong Un)

Yet again, the words “Enemy”, “War” and “TRUE” are capitalized. This will indirectly “horrify” the audience. The capitalization process may indicate some singles to the audience of the purpose of the capitalization. For example, they would question the following:

(A) Why these words are capitalized?

(B) Is there an enemy who would like to attack the US?

(C) Is there any war coming?

These are suppositions being produced in the audience mind as soon as they hear/read Trump’s language.

The exclamation mark is also used one more time. Trump use the exclamation mark as the other option to end his tweets. He either uses the dots

(…) or the exclamation mark (!). He rarely ends a tweet by period, which will be tweeted by his staffers. The modernity is also revealed here. Trump indirectly modernizes the political language. This is a minor process inside a major change in language as a whole, due to the technologies, social media and manipulation.

The last one to examine is (D). It clearly shows that Trump is angry with Koch Brothers. Thus, he describes them as "globalist" with clear message that they are moving against the US interests. The other thing to be noticed is the concord. There is no concord-connection between the adjective-noun relationships. We may be able to display the following:

(A) *Globalist* must be *globalists* as it describes with *Koch Brothers*.

(B) *A total joke* must be *total jokes* as it refers to *Koch Brothers.*

Once more, the capitalization occurs with different words. The main difference between the capitalized words "Strong Borders and Powerful Trade" that they are positive to the American people, they want their strong borders and etc. While "Tax & Regulation Cuts, Judicial picks & more." seems so negative to Koch Brothers.

There is another important word that shows one of Trump's personal considerations. The word "my" is observed so serious when you speak as the President of the United States. Trump uses these ego-like words more often. He tends to reflect his ownership of property towards the presidency. This is quite unacceptable in the United States. Still, Trump prefers using the dots (…) to end his tweet.

Here, we have finished examining Trump's spoken and written language. In this chapter, the methodology used is very clear. Thus, it is preliminary to examine the President's language in order to point out the distinctive features of his language. Then, we have to accomplish a rather different task. We have to enumerate these features in well-put manner with a fairly brief analysis in the next chapter. That would be helpful to show these and to formulate, therefore, theories concerning the future of political language.

4 Strategies of Speech

Mr. Trump has several characteristics used through his language. This is so obvious, you would notice whenever you hear or read his language. But this is not a simple, unimportant case. Trump's winning the Presidency was a great shock. The overnight news described it as "political earthquake". None expected that Trump would win. Yet, the Americans voters had something else to say. Thus, Trump's win was prominently affected by his use of language. The audience heard Trump as their "hero". This was, of course, through his unique use of language.

This can suggest several techniques and strategies that shape his language. His language is, of course, prominent. This is stemmed from the fact that he is leading the United States and, almost all people regard the United States as superpower. It is also noticed that many leaders all around the world try to imitate Trump's unique use of language, whether spoken or written (chiefly on Twitter). The imitation the people do is based on the belief that there is a connection between Trump and the United States, each one represents the other.

We can come to the fact that Trump changed the way how language was used. He produced a revolution in the way how political language was used. This is, of course, is based on several elements he is good at. These include the following:

1. Twitter as a weapon: Trump prefers to communicate the people around the world using Twitter, or less often other social media sites. In the Independent, Andrew Buncombe wrote on 17 January 2018:

"Mr. Trump has weaponized Twitter, using it not just to reach the masses but to control the news agenda through bluster and distraction."

Trump's account domain @realDonaldTrump is being visited more and more since 2016 presidential candidacy. Attacks and insults on federal judges, officials, departments and FBI, or simply nicknaming people is all done by means of tweeting. Some people reported that they were blocked by @realDonaldTrump account. One of them was Holly Figueroa O'Reilly, who was blocked by Mr. Trump's account, is taking the case to court, as she reported to The Guardian. Others reported that particular tweets were deleted from his Twitter account. Assuming that, blocking and deleting are mini-weapons for Trump. In addition, retweeting is another mini-weapon. Instead of tweeting aggressively, Trump simply retweets what others tweeted. Trump, himself, declares that his use of social media is not that style of an American President. Yet, he continues to use it. On 2 July 2017, Trump tweeted the following:

"My use of social media is not Presidential - it's MODERN DAY PRESIDENTIAL. Make America Great Again!"

2. Nicknames: Unlike other people, Trump likes to nickname people aggressively and repetitively. He does it mainly to express his aggression and criticism, or to make fun of people. He also has many nicknames for one person. The following list includes his famous nicknames and the people or organizations attached to:

- George H. W. Bush: “Bush Original”
- Joe Biden: “Sleepy Joe” “Crazy Joe Biden”
- Jeb Bush: “Low Energy Bush”
- Bill Clinton: “Wild Bill”
- Hillary Clinton: “Crooked Hillary” “Nasty Hillary”
- Bashar al-Assad: “Animal Assad”
- Kim Jong-un: “Little Rocket Man”
- Al-Waleed bin Talal: “Dopey Prince”
- Justin Trudeau: “Justin from Canada”
- CNN: “Fake News CNN” “Very Fake News”

3. Fear-Calmness: Through his speech, Trump has two different lines delivered. On one hand, he emphasizes an element of fear directed to the audience. Examples of fear are the following (adopted from McClay, 2017):
    - Our country is in serious trouble.
    - The U.S. has become a dumping ground for everybody else’s problems.
    - We as a country are getting weaker.
    - We are 26th in the world [in education].
    - We’re becoming a third world country, because of our infrastructure, our airports, our roads, everything.

- $24 trillion [deficit] — we're very close — that's the point of no return. $24 trillion. We will be there soon. That's when we become Greece. That's when we become a country that's unsalvageable.
- We are like a third world country.
- We're in a[n] [economic] bubble.
- Sadly, the American dream is dead.

This information Trump delivered is frightening (supported by negative words) and full of repetition. Supposedly, a country with this description is full of threats to its people. Then, People have to find a hero. That hero happened to be Trump. The following examples are that of calmness or promising:

- We will bring back our jobs.
- We will bring back our borders.
- We will bring back our wealth.
- We will bring back our dreams.
- Together, we will make America strong again.
- We will make America wealthy again.
- We will make America proud again.
- We will make America safe again.
- And yes, together, we will make America great again.

Here, unlike the previous ones, Trump seems to be so promising (using positive words) to the audience. Yet, the repetition and promising continues.

At this point, we have finished examining Mr. Trump's language features, both spoken and written. Then, we shall conclude with some conclusions, recommendations and suggestions.

5 Conclusions and Recommendations

In this research, we have tried to come close to some results used by the American President Donald Trump. Here, after having his language examined, we may conclude with some results, and suggest some feature research sets.

Conclusions and Results

Donald Trump as a political speaker is a unique one. Having his famous nicknames attached, he is able to make fun of his opponents. Or, he can simply make insults to others without attacking them directly. All of this was mentioned in the previous chapters. This is usually followed by repetition and intensity of voice. This may show, the high energy Mr. Trump has. He uses it elegantly and produce insults to those who have “low-energy”, such as Jeb Bush. In addition, the President likes to use onomatopoeic words like “Bing, Bing, Bing”.

Yet, this is all supported by Fear-Calmness strategy. First, he makes people feel afraid of what he says. Then, he tries to show some possible solutions. This is a process of conditioning these elements together, and, he is the one to do it.

In his written language, Trump is also a special one. He often tweets with some unusual punctuation marks. Some people may think that he writes this erroneously, but, all of this is intended. Besides, he retweets, deletes and blocks on Twitter. Again, all of this is on purpose. Moreover, the media he shares (pictures and videos) are kind of weird such as Game of Thrones poster (showed in the introduction) which, none has ever thought of this.

Suggestions for Future Research

Of course, this research is not fully integrative. Some linguistic sets were not examined in details. The main cause of this is the kind of limitation in terms of time and the enough extent of apparatus. Thus, some areas of the American President's language were not examined. These will be suggested areas to future research purposes.

The suggested areas include many aspects of linguistic. Among them, those that are related to pragmatics, sociolinguistic and semantics. An American person may face difficulty to get the joke implied in the speech Pres. Trump delivered at the Agriculture Improvement Act:

Pres. Trump: *Where's Zippy? Zippy. Zippy. Hi, Zippy. What a good name.*

Meanwhile, an Arabic person, who speaks English, may be able to get it rather fast than the American. This may suggest that Trump uses taboo language obviously.

Other areas concerning Mr. Trump's suprasegmental features are also suggestions for future research. These were focused on partially in this research. Yet, they need to be examined fully and separately. Another set of future research is that of Mr. Trump's phonological features. This may require the use of concordancers all through corpus-linguistics.

References

- Aitchison, J. (2000) *The Seeds of Speech* (Canto edition) Cambridge University Press.
- Beaken, M. (1996) *The Making of Language*. Edinburgh University Press.
- Blake, A. (2016, September 26). *The first Trump-Clinton presidential debate transcript, annotated*. Retrieved from https://www.washingtonpost.com/news/the-fix/wp/2016/09/26/the-first-trump-clinton-presidential-debate-transcript-annotated/?utm_term=.cd7dfdaa3f87
- Chilton, P. (2008). *Analysing Political Discourse*. London: Routledge.
- Chilton, P., & Schaeffner, C. (2002). *Politics as Text and Talk: Analytic Approaches to political discourse*. Amsterdam: John Benjamins Publishing Company.
- Gordon, J. (2017, October 18). *Words Matter: A Linguistic Analysis of the Presidential Debates*. Retrieved from https://www.huffpost.com/entry/words-matter-a-linguistic_b_12523800
- Holden, E. (2019, February 6). *Trump State of the Union speech: what climate change experts say*. Retrieved from https://www.theguardian.com/environment/2019/feb/06/trump-state-of-the-union-climate-change
- Holmes, J. (2008) *An Introduction to Sociolinguistics* (3rd edition)
- Huang, Y. (2000) *Anaphora: A Cross-Linguistic Approach*. Oxford University Press.

- Lakoff, G., & Duran, G. (2019, June 13). *Trump has turned words into weapons. And he's winning the linguistic war*. Retrieved from https://www.theguardian.com/commentisfree/2018/jun/13/how-to-report-trump-media-manipulation-language
- McClay, R. (2017). *Us and Them: A Descriptive Analysis of Donald Trump's Campaign Speeches*. University of Birmingham.
- Penfield, W. and L. Roberts (1959) *Speech and Brain Mechanisms*. Princeton University Press.
- Saul, J. (2018, February 21). *How Donald Trump Is Making Racist Language OK Again*. Retrieved from https://www.independent.co.uk/life-style/linguistics/donald-trump-racist-language-alt-right-white-supremacy-nationalist-a8210751.html
- Shugerman, E. (2018, January 9). *Trump speaks at level of 8-year-old, new analysis finds.* Retrieved from https://www.independent.co.uk/news/world/americas/us-politics/trump-language-level-speaking-skills-age-eight-year-old-vocabulary-analysis-a8149926.html
- Yule G. (2010) *The Study of Language* (4th Edition) Cambridge University Press.